

# **How to Gain the Most From Your Health Fair Experience**

Community health fairs continue to be one of the most effective outreach platforms for CBOs to reach those in need of services and information. BabyCal has created the following checklist to help you draw greater attention to your exhibit booth and spark increased interest in your program and services.

## **Pre-Event Preparation**

- \_\_\_\_\_ Carefully review enrollment requirements and participation guidelines. These instructions, as provided by the event planner, often will include specific deadlines, restrictions and helpful tips for exhibitors.
- \_\_\_\_\_ Make sure your exhibit is adequately staffed to accommodate the expected number of attendees.
- \_\_\_\_\_ Consider sharing a booth with another local CBO, whose programs and services complement yours, to help reach cross-populations and attract more visitors.
- \_\_\_\_\_ Prepare a sign-in sheet for visitors and bring along business cards or flyers about your organization.
- \_\_\_\_\_ Prepare checklist of supplies and equipment to take to the Health Fair.
- \_\_\_\_\_ Prepare a kit with scissors, thumbtacks, tape, extension cords.

## **Outreach Materials**

- \_\_\_\_\_ Offer take-home information that attendees can review following the event. These should list phone numbers individuals can call for additional help or information.
- \_\_\_\_\_ Tailor your materials to the target audience. This can be achieved by including materials representative of the ethnicities and languages spoken by attendees.
- \_\_\_\_\_ Anticipate the number of attendees expected and provide an adequate supply of materials.
- \_\_\_\_\_ Contact BabyCal several weeks in advance of the event for any BabyCal outreach material needs.
- \_\_\_\_\_ Please forward a completed collateral order form and a flyer about the event, to your CBO Coordinator, or fax it to Hill and Knowlton, (323/782-8195).
- \_\_\_\_\_ Ask local merchants or retailers for plastic/paper bags. The bags will help attract attention to your booth and will provide a useful tool for visitors to carry their materials and other goodies in.

## **Be Creative**

- \_\_\_\_\_ Create a visually appealing display by including bright posters, balloons, enlarged photos and large banners that identify the name of your organization/agency.
- \_\_\_\_\_ Contact local TV/radio stations regarding possible local celebrity or costume character or invite special guests to draw attention. These guests should be tied-in to your services and serve as spokespersons to help disseminate information.
- \_\_\_\_\_ Offer interactive activities such as drawing contests for children, raffles and trivia games related to your key messages.
- \_\_\_\_\_ Provide incentive items such as pens, pencils, magnets, key chains, stickers and balloons providing your organization's name, key message and phone number.

## **Spark Interest in Your Services and Information**

- \_\_\_\_\_ Appear inviting – stand next to your booth instead of sitting down to welcome attendees.
- \_\_\_\_\_ Greet passers-by with a smile and “Hello,” as attendees are more likely to approach exhibitors who appear enthusiastic and interesting.
- \_\_\_\_\_ Hand materials to visitors and draw attention to key messages and useful information.
- \_\_\_\_\_ Get names of potential partners and CBOs with similar goals.
- \_\_\_\_\_ Treats and free items always get attention.

## **Post - Event Follow-up**

- \_\_\_\_\_ Follow-up with individuals who provided contact information on the sign-in sheet requesting help or additional information.
- \_\_\_\_\_ Assess the positives and negatives of your experience. Determine how to improve the success of your next event.